



## Social Media Policy

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### Preamble

The Social Media Policy has been developed to provide Mill Park Secondary College staff with standards of use as they engage in conversations or interactions using digital media for official, professional and personal use.

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### Aims

To support the participation of staff in social media applications that allow people to easily publish, share and discuss content. It is the term used for internet-based tools for sharing and discussing information among people. It refers to user-generated information, opinion and other content shared over open digital networks such as:

- Social networking sites such as Facebook, Myspace, Snapchat
- Video and photo sharing websites such as Flickr, Instagram, YouTube
- Blogs, including school and personal blogs
- Blogs hosted by media outlets where you 'comment' or have 'your say'
- Micro-blogging such as Twitter
- Wikis and online collaborations such as Wikipedia
- Forums and discussion boards such as Google groups, Whirlpool
- Vod and podcasting
- Online multiplayer gaming platforms such as World of Warcraft, Second Life
- Instant messaging such as SMS
- Geo-spatial tagging such as Foursquare

Other aims of this policy include to engage and interact with our various audiences and to promote staff expertise.

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### Implementation

- The following six (6) standards apply to staff work use and personal use of social media at any time, when it has a clear and close connection with the school or the department.
  - Staff will not add or accept a student to a personal networking site as a 'friend'
  - Staff will always follow relevant department policies and the MPSC Code of Professional Practice
  - Staff will not act unlawfully, for example breaching copyright rules
  - Staff will ensure their personal online activities do not interfere with the performance of their job
  - Staff will be clear that their personal views are theirs and not necessarily those of the school or the department
  - Staff will not disclose confidential information obtained through work.

### Related Documents

[MPSC Code of Professional Practice](#)  
[Network and Internet Acceptable Use Policy](#)  
[Mobile Communication Devices Policy](#)  
[Privacy Policy](#)  
[Risk Management Policy](#)  
[Video and Digital Media Policy](#)

### External Links

### Ratified Date

This Policy was ratified by AIC on 15 October 2015

### Review Date

This policy will be reviewed as part of the College's three year review cycle

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